

1. Record Nr.	UNINA9910698930203321
Titolo	Marketing or medicine [[electronic resource]] : are direct-to-consumer device ads playing doctor? : hearing before the Special Committee on Aging, United States Senate, One Hundred Tenth Congress, second session, Washington, DC, September 17, 2008
Pubbl/distr/stampa	Washington : , : U.S. G.P.O., , 2009
Descrizione fisica	iii, 98 pages : digital, PDF file
Collana	S. hrg. ; ; 110-830
Soggetti	Medical instruments and apparatus - United States - Marketing Television advertising - United States Consumer education - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from title screen (viewed on July 16, 2009). "Serial no. 110-36."
Nota di bibliografia	Includes bibliographical references.